

AGENDA

5-3-2011

Room

CCHS 9:30 AM – 11:00 AM

Mission Statement: *To reduce the number of SIDS, SUID Deaths in the State of Delaware through educational awareness campaigns around safe sleeping practices.*

Goals:

1. *Expand message from “Back to Sleep” to Safe Sleep Environment. That will include all of the AAP task force recommendations on Safe Sleep Practices.*
2. *Reinforce message where ever and whenever possible.*
3. *Message needs to be consistent and make sense to the lay public.*
4. *Message needs to address parental desire to keep baby safe and comfortable.*
5. *Message needs to emphasize parent self-efficacy and the “preventability “ of infant unsafe sleeping death.*

A. Meeting called to order/Introductions

B. Review of minutes from 2-21-11

C. Subcommittee activity since 2-21-11

1. 2-24-11: Chair presented to Sunset Committee, Dover, DE
2. 3-11-11: Chair gave report to Joint Commissioners, Middletown, DE
3. 4-7-11: Chair and Executive Director met with March of Dimes Executive Director
4. Others:

D. Old Business

1. Cribs for Kids: Meeting to follow this meeting
 - a. Number of cribs?
 - b. Funding
 - c. Status of Halo Sack Project
 - d. Status of grants
 - e. Status of cookbooks
 - f. Status of repository for donations
2. Status of Website

3. Summary of questionnaire from Bayhealth Babyfair of 2011

E. New Business

1. Articles of Interest
2. Update on national data tool with the CDC
3. Future Activities/Goals
 - a. DAPI Program in Wilmington, DE
 - b. March of Dimes Conference 11/15/2011
 - c. Phone Conference with March of Dime, Chair and Dr. Moon
 - d. Chair to present to Standards of Care Committee of the Healthy Mother and Infant Consortium on 5-18-11 in Smyrna, DE
 - e. Joint Conference: 10-19 & 10-20-11, Dover, DE
4. Floor Talker Program

F. Other Business/Next meeting date